Notice of References Cited	Application/Control No. 10/679,091	Applicant(s)/Patent Under Reexamination REIN ET AL.	
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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,285,987	09-2001	Roth et al.	705/27
*	B	US-2004/0267806	12-2004	Lester, Chad	707/103.00R
*	C	US-2004/0267725	12-2004	Harik, Georges R.	707/003
*	D	US-2005/0097204	05-2005	Horowitz et al.	709/223
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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Manual entitled "Rules Based Bidding" dated 08/07/2003.
	V	Manual entitled "Managing Bids" dated 07/21/2003.
	W	Manual entitled "CruiseControl Campaign Scheduler" dated 08/09/2003.
	X	Article entitled "FindWhat.com Announces CruiseCtrol - Suite Tools to Automate Campaign Management" dated 04/17/2003.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Article entitled "FindWhat.com Announces its New Campaign Schedular - Simplifying FindWhat.com Account Management for Advertisers" dated 03/17/2003. The subject matter disclosed therein is pertinent to that of claims 1-28 (e.g., methods to schedule ad group campaigns).
	V	Article entitled "The Lunchtime Effect" by Kevin Lee, dated 02/05/2003. The subject matter disclosed therein is pertinent to that of claims 1-28 (e.g., methods to schedule ad group campaigns).
	W	Article entitled "Yahoo!: Dayparting Can Boost Ad Campaigns" by Brian Morrissey, dated 11/19/2002. The subject matter disclosed therein is pertinent to that of claims 1-28 (e.g., methods to schedule ad group campaigns).
	X	Article entitled "NYTIMES.com Debuts Dayparts" by Christopher Saunders, dated 06/03/2002. The subject matter disclosed therein is pertinent to that of claims 1-28 (e.g., methods to schedule ad group campaigns).

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Article entitled "Search Marketing: The New Internet Gold Rush, by: Stephen E. Arnold, dated 06/2003
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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